

Paul J. Corey, Chair
John Haven, RLA, ASLA, Vice Chair
Steven Davey, Clerk
Mollie Moran, AIA
Bryce Gibson

Richard J. McCarthy, Jr.
Director of Planning
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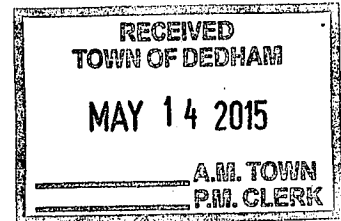


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TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW ADVISORY BOARD MINUTES
Monday, April 6, 2015, 7 p.m., Selectmen's Chambers



Present: Paul J. Corey, Chair
John Haven, RLA, ASLA, Vice Chair
Steven Davey, Clerk
Mollie Moran, AIA
Richard J. McCarthy, Jr., Planning Director

Mr. Corey called the meeting to order at 7:00 p.m. The plans, documents, studies, etc. referred to are incorporated as part of the public record and are on file in the Planning and Zoning office. Mr. Gibson was not present for the evening's meetings.

Mr. McCarthy said that the first meeting regarding 187 Bridge Street, a proposed mixed use building, has been postponed to May. The landscape plan was supposed to be delivered tonight, and this would not give the Board enough time to review it. This has not yet gone before the Planning Board, but is scheduled to be heard. It was originally more contemporary, but they have gone back to the architects, and this is more traditional. Peter A. Zahka II, Esq., the Applicant's attorney, said that the Applicant had gone to the Planning Board for a scoping session, and the reaction was not overwhelmingly positive.

Applicant:	Legacy Place Sign Package
Case #:	DRAB-03-15-1953
Zoning District:	RDO
Representative:	Peter A. Zahka II, Esq., 12 School Street, Dedham, MA Katherine Wetherbee, Legacy Place Daniel Hester, Legacy Place
Materials Submitted:	Proposed revisions to existing sign package

Mr. Zahka said that Legacy Place developed a sign program in conjunction with the Design Review Advisory Board and Building Commissioner Kenneth Cimeno. This has been amended twice as different interpretations arise.

Legacy Place wanted to put in window signs, but Mr. Cimeno, in his interpretation of the package, felt that window signs of any nature were probably not allowed. Mr. Zahka made one amendment and Mr. Cimeno made a suggestion to add a second amendment.

1. Page 4, #5: Added **"Without Landlord's approval, no signs may be directly attached to or placed inside of storefront and/or glass of storefront..."**
2. On Mr. Cimeno's suggestion, a definition was put in for Window Signs (Page 8):

17. Supplemental Sign Type B-17: Window Sign

Any sign (including LED or Digital Display), picture, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service related to the particular store or business displaying such sign, that is directly attached to and/or placed inside of the storefront and/or the interior face of a window and/or hung from the ceiling, and/or otherwise made visible from the exterior of the storefront or window. Extent of application including actual text, design, positioning, etc., are subject to Landlord's discretion.

Mr. Zahka said this, for the most part, mirrors what is in the Town of Dedham Sign Code. They have included LED or Digital Display, which are allowed at Legacy Place, and added the language at the end regarding the landlord.

Mr. McCarthy said that these changes make way for a potential Neiman Marcus (or potentially other business) sign. Mr. Cimeno makes a determination as to whether a sign cannot be seen from the street. If it cannot be seen, he deals with it directly. Otherwise, if any sign can be seen from a public way, the Applicant has to go through the normal process and file with DRAB before going to the Building Department. Mr. McCarthy noted that this is not just for window signs, but also for motion window signs. Mr. Zahka said it can be moveable in a few ways: 1) a still picture that changes to another still picture five minutes later, 2) with two or three screens, someone walks and ends up on the next screen, or 3) the sign would be streaming.

Mr. Corey asked if anyone at Legacy Place had asked for the same signage rights that the people on the inside of the property have. Mr. Zahka said they are all given a copy of the sign program before a business comes in, and it has actually worked pretty well. He said that some of the businesses inside push back a bit, but it has been pretty consistent, and the sign program allows them to do that. He will be bringing the aforementioned changes to the Zoning Board of Appeals for approval of the revisions.

Ms. Moran made a motion to approve the revisions as submitted, seconded by Mr. Davey.

Discussion: Mr. McCarthy asked if the Board is okay with the concept of moving signs. Mr. Corey said he was okay as long as the building commissioner is okay with it. Mr. McCarthy said that if DRAB and the Zoning Board of Appeals approve it, there would be no choice but to issue a permit. Mr. Corey wanted to know what Mr. Cimeno's thoughts were on this, other than recommending the changes. Ms. Moran said her feeling is that the owners of Legacy Place know what they are doing, and have done a great job so far. If they think this fits within

their concept of what should be there, then she would support it. If someone tried to do something too outlandish, the Legacy Place would say no. Mr. Corey said that the Board does not know that, and that it may change if there is new leadership. Mr. Zahka said he could put in language to prevent that. Mr. McCarthy agreed that there should be some language because he is concerned that it is moving signage. What has been seen so far is that the applications have been more urban/city/pedestrian oriented and vehicular traffic runs parallel to the signage. He think it could potentially be distracting.

Mr. Zahka said that he would put new language in the new section #17, Supplemental Sign Type B-17, Window Sign, i.e., any window sign that can be seen from a public way will come under the Town of Dedham Sign Code. It is said elsewhere, but not covered in this section. It will be made clear by doing this. These signs are definitely different in terms of the potential for movement. He believes that, under the Dedham Sign Code, if it is moving and visible, you cannot do that kind of sign.

Ms. Moran noted that there is a lot going on in the foreground in terms of trees, kiosks, and large signs that protrude. Mr. Davey said that the kiosks are video, too. Ms. Moran said that those are more pedestrian related. Mr. Corey asked if there is a size requirement or a maximum size that will be used, or if it will be whatever size the window is. He also asked if there would be monitoring from a size point of view so that it is not disturbing to traffic. Ms. Wetherbee said that, in most cases, Legacy Place is a bit more restrictive than the tenants would like. Legacy Place has been talking about this for a year, and would like to pursue it. The space formerly occupied by Borders has been split into a lower level and an upper level, occupied by Neiman Marcus and Jared's Jewelry. There is no at-level presence for the former business. The signs will be in the second floor window in an attempt to attract customers a bit more. Mr. Davey said that, as a customer, he finds these signs annoying. He thought putting this language in twice was fine.

Mr. Corey said that, if it is an internal sign, the Building Commissioner will still review it using the basis of the Sign Code as his review. That is the only ruling he can follow. The Board is covered from that standpoint. The Building Commissioner still has the ultimate review of something inside the property and not viewable from outside. He felt comfortable with that. He did caution that this is only being done for one tenant, but it could end up on the whole property.

Ms. Moran modified her motion to approve the revisions as submitted with the addition of Mr. Zahka's new language in #17, Supplemental Sign Type B-17, Window Sign, stating that any window sign visible from the public way would otherwise be reviewed and regulated under the Town of Dedham Sign Code. Mr. Davey seconded the motion. The vote was unanimous at 4-0.

Applicant:	Symphony of Light
Project Address:	55 McNeil Way, Dedham, MA
Property Owner/Address:	850 Providence Highway Assoc., LLP, 75 McNeil Way, Dedham, MA
Case #:	DRAB-03-15-1953
Zoning District:	Highway Business

Representative:

Mark Armstrong, AIA, The Office of Mark Armstrong, Architect, LLC, 61 Vaughn Avenue, Newton, MA 02461

Materials Submitted:

- DRAB application packet
- Photographs of existing conditions
- Renderings of proposed signage and façade changes

Mr. Armstrong was not present for the beginning of this meeting. Mr. Corey noted that Mr. Armstrong had sent an e-mail on April 1, 2015, to Mr. McCarthy requesting that he ask the Board to preview the application packet to see if they like the changes. He also asked if the Applicant could get a jump start on changing the exterior if the Board likes the changes. He said that the job has been halted because of the exterior issues. Mr. McCarthy sent the information to the Board, but did not solicit a vote because of the Open Meeting Law.

Mr. Corey asked if the panels on the small pylon are existing. Mr. McCarthy said they are. The Applicant would like to reface these. When the Applicant last came to the Board, a vote was taken on the previous façade changes, as well as the building-mounted sign and logo. The pylon sign was not approved because the graphics had not been finalized. The work has stopped at the site because of the unresolved issues regarding the exterior.

The new proposal is for a stucco façade (unknown color) on the building rather than the previously approved brick (this is in poor condition), and for wall, large pylon, and small pylon signs. All signs would be halo lit and face lit. The Board reviewed the signage and said it is too fine for the scale of the building, and it is not legible from a distance. The wall sign, which will be 96 square feet, will project six inches from the building and be halo lit from behind. It will have a painted acrylic chandelier on the fabricated shape. The side returns will be painted classic brown and halo lit. The letters will be classic brown, and will not be three dimensional.

The Board was not in favor of the chandelier logo on the sign, and would like to meet with the Applicant about the size and color. In addition, the application did not state the color of the stucco, so the Board cannot make a recommendation about that. The Board thought the materials were confusing with regard to where the stucco is going and the design around the entry, although this was approved at the previous DRAB meeting. Mr. Davey also mentioned that it would be nice to have some lighting, i.e., scones on either side of the door. Mr. Haven suggested that the Applicant meet with a sign company, as the sign will be their branding.

Mr. Corey asked the Board if they wanted to meet with the Applicant, in which case the application has to be tabled. Mr. McCarthy said that three members would be necessary at that time. He will contact the Applicant and get something in color, and set up a time for the meeting.

Old/New Business: Mr. McCarthy noted that he has not yet received the revised landscape plan for Tesla.

Review of Minutes: Mr. Davey made a motion to approve the minutes of March 4, 2015, seconded by Mr. Haven. The vote was unanimous at 4-0.

Board Reorganization: Mr. Haven nominated Mr. Davey for Chairman, seconded by Ms. Moran. The vote was unanimous at 4-0. Mr. Davey nominated Mr. Haven for Vice Chairman,

seconded by Ms. Moran. The vote was unanimous at 4-0. The Board opted not to have a clerk on the Board because the minutes and recommendation letters were already being done by the administrative assistant.

The meeting with regard to 55 McNeil Way was continued until a date to be determined within the next ten days. Mr. Davey made a motion to adjourn, seconded by Ms. Moran. The vote was unanimous at 4-0. The meeting ended at 7:47 p.m.

Mr. Corey re-opened the meeting at 7:55 p.m. regarding 55 McNeil Way. Mr. Armstrong was present for this, and described the nature of the business. Mr. Corey asked him to speak to the Applicant about some major considerations as far as design, shape, and color of the signage, plus the color of the stucco.

Stucco: Mr. Armstrong proposed a gray finish; specifics such as texture were pointed out on the screen but not described. The Applicant had previously been approved for replacing an area with stucco. They want to continue the stucco on the building, including around the front door, to the edge of the next tenant's part of the building. The reason for doing this is because the existing wall is dilapidated and leaking. There is water infiltration, and the new application will have a drainage plan, insulation, and a space in between. The Board was satisfied with the color. Ms. Moran said the entry loses its definition, but a darker color around the door would look good. Mr. Armstrong believes that the canopy will remain. Mr. Corey asked if there was any character around the door to set it off. Mr. Armstrong said the door front is higher and has the canopy. The Board thought the door itself should have some "pop." The budget, however, is convoluted due to work being done by the tenant vs. work being done by the owner. The available funds for creating a good storefront are not available.

Signage: The Board said the graphic of a chandelier looks more like an anchor, and is dated. Mr. Armstrong said that part of the reason for that may be that the tenants and developers are not American, and there may be a cultural disconnect. The sign company is working with the owner, not Mr. Armstrong, but there does not appear to be a graphic designer involved. Mr. Haven said it is light in terms of the weight of it vs. what is to be applied on the building. He also said the font of the sign will not be legible on the pylon signs. The white background does not go with the other signs on the pylon, so there needs to be color. Mr. Haven said the brown on the sign does not go with the gray on the building; he suggested a dark gray or even black.

The letters are backlit dimensional letters, four inches deep and held up two inches. Light coming out of the rear creates a halo effect. Mr. Armstrong felt that the pylon signs work as presented. Mr. Corey said the chandelier has to be addressed in some fashion and possibly removed. It takes up valuable space to make the letters larger, and seems to take precedence. Ms. Moran said the name of the business, "Symphony of Light," did not explain what the business was (she said it sounded like a temple, chapel, or club). Mr. Haven said the pylon sign should say "Symphony of Light, Lighting Showroom," or something of that nature. Mr. Armstrong suggested that the words "Symphony of" be smaller and "Light" be much larger. Mr. Corey said the Applicant should go back to the sign company with some ideas. Mr. McCarthy cited the signage for Sweet Tart, how people thought it was a bakery, not a yogurt shop, and said they need to change their sign so people driving by would know what

it was. He also said there is going to be a lighting store on Providence Highway, and thus some competition in the area.

At this point, the contractor (not introduced, so no name) spoke about the façade and showed the color they want to use. He said that there would be brick in the front; no one was aware of this, including Mr. Armstrong. Mr. Corey said that this was another change, and that it would have been better to meet the following week; the contractor apologized. He said that there would be a brick pattern on the front and the outside of the columns. The brick will be in a pattern. The stucco will continue on both sides of the front door over to the lease line.

Ms. Moran said the brick is really harsh and too residential in nature. It will probably be a red brick color, more of a rust. She said she preferred a dark, taupe color instead of brick. The contractor said the problem they have with the gray is that it shows too much. It gets marked up too quickly, and dinging it might show the undercoat. Mr. Corey mentioned a graffiti coating that would stop that. The brick is actually stucco. The mortar color will be the same. The contractor said they are open to suggestions. The current condition is chipped yellow paint, and they are trying to waterproof the building. All the expense is coming from the tenant, not the owner, so they are trying to dress the building up as much as possible. The pattern they want is expensive. The loading dock area will be stucco as well. The contractor said the brick will be the end column as well. The stucco will cover the three sides. Mr. Corey suggesting doing a divide such as that where the panels are, doing the dark color on the back, and doing something else around the front door with the stucco colored differently. This would also be less expensive. Mr. Haven preferred the more muted color, saying it was close to the slate. Mr. Armstrong will resubmit a drawing.

Ms. Moran asked why they were putting brown on the sign. The Board suggested a dark gray so it would be the same palette of colors. Mr. Armstrong said they can use a cooler dark gray instead of brown. The Board liked this choice. Ms. Moran suggested reversing the colors on the pylon sign for better readability. Mr. Corey suggested making the letters larger as well. Mr. Armstrong will re-submit a new drawing and return to review the signs. He was asked if the Applicant was open to alternatives to the brick. The contractor said they could work together to see what is acceptable. Mr. McCarthy suggested that they need to work together. Mr. McCarthy will determine if the Applicant will need to go back to the Planning Board because of the material changes. Mr. Corey asked if they had had a water infiltration test done to make sure it is not coming from a source other than the brick. The contractor said a building survey was done, and this was encompassed in the survey.

The contractor said that they cannot do any work inside. They cannot get a "rough" permit because the building is not watertight. The EIFS system allows them to put a gold color on, which is a waterproofing pain. That will make the building secure, allowing them to finish the interior framing. Work would be at a standstill without the EIFS being applied to the building. He said that if it is a matter of color, they can work with that. He would like the exterior color approved, as well as the signage. Mr. Corey said that is why they were going to meet with the Applicant next week. Mr. Davey thought the Board could proceed with the two colors. The contractor said they would have to match the color because the manufacture does not have a color to match. Mr. Davey said they could specify the color or its equivalent.

Mr. Corey said the Board would make some recommendations to take back to the tenant. A sign guide will also be given to them. This will give the tenant more benefit. He asked that

they explain what they are doing in more depth, i.e., the four-inch raised letters with backlit, and what they will do about the antique light.

Mr. Davey made a motion to approve as follows:

1. The light colored stucco will be saddle soap or its equivalent
2. Where brick is indicated on the design, putty gray or its equivalent be used.

Ms. Moran seconded the motion. The vote was unanimous at 4-0. Mr. Corey reminded the representatives that they will need to go before the Planning Board for review prior to moving forward.

With regard to signage, the Board made the following recommendations (not motions):

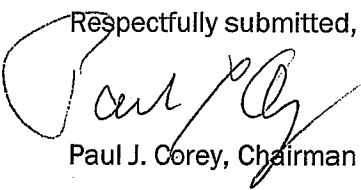
1. Add a second line saying "Lighting Showroom" to the large pylon sign on Providence Highway. The smaller pylon does not have to add that. The font should be very simple and legible.
2. Use a bigger, bolder font.
3. Consider a darker background with lighter letters. Several suggestions were given.
4. Reconsider the chandelier logo to allow more room and better legibility on the sign.
5. Whatever design is chosen should be on all three signs.

Mr. Armstrong will return to the Board on May 6, 2015.

Unfortunately, many specifics and comments could not be deciphered because there were multiple conversations going on at the same time. Every attempt was made to understand conversations.

Ms. Moran made a motion to adjourn, seconded by Mr. Haven. The vote was unanimous at 4-0. The meeting ended at 8:30 p.m.

Respectfully submitted,



Paul J. Corey, Chairman

/snw